GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1204
ANSWERED ON:02.05.2016
Development of Buddhist Places
Sonkar Shri Vinod Kumar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has formulated any scheme to develop the undeveloped Buddhist places of tourist interest in various parts of the country and if so, the details of the Buddhist places in various States including Uttar Pradesh;
(b) whether the Government has formulated any policy for the propagation of culture, heritage and places of tourist interests at international level and if so, the extent of success achieved;
(c) the State-wise allocation made for the protection and beautification of places of cultural and tourist interests particularly Buddhist tourist centres and the amount spend by the States thereon during the last two years and the current year; and
(d) the details of the fresh measures being taken by the Government to attract tourists to the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism has launched the Swadesh Darshan scheme in the year 2014-15 with a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Buddhist Circuit has been identified as one of the thirteen thematic circuits for development under the scheme. All Buddhist sites in the country including in the State of Uttar Pradesh are covered under the Buddhist Circuit.

(b) to (d): The development & promotion of destination/circuits is primarily undertaken by the State Governments/Union Territory Administrations themselves. The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including the lesser known destinations which have tourism potential. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organizing road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programmes of the Ministry.

There is no State wise allocation of funds for States/Union Territory Administrations under the above scheme. The funds are sanctioned to State Governments/Union Territory Administrations for various tourism projects in consultation with them subject to availability of funds, liquidation of pending utilization certificates, submission of suitable Detailed Project Report and adherence to the scheme guidelines.

Under Buddhist Circuit theme, Ministry has sanctioned the project "Construction of Cultural Centre at Bodhgaya, Bihar" for Rs.33.17 crore in 2014-15.

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